

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY	
<b>FCC 397</b>					
<b>BROADCAST MID-TERM REPORT</b>				FOR COMMISSION USE ONLY FILE NO. - 20150929ADG	
Legal Name of the Licensee GOOD KARMA BROADCASTING, LLC					
Mailing Address 100 STODDARD STREET					
City BEAVER DAM		State or Country (if foreign address) WI		Zip Code 53916 -	
Telephone Number (include area code) 9208854442		E-Mail Address (if available) CKARMAZIN@GKBSPORTS.COM			
FCC Registration Number 0003768835		Facility ID Number 35148		Call Sign WEFL	
<b>TYPE OF BROADCAST STATION:</b>		Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV	
<b>Application Purpose</b> <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
[Station List]					
<b>Station List</b>					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WEFL	35148	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	TEQUESTA, FL	<input type="radio"/> Yes <input checked="" type="radio"/> No

WUUB	24143	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	JUPITER, FL	<input type="radio"/> Yes <input checked="" type="radio"/> No
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**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:**

Name NANCY A. ORY, ESQ.		Street Address LERMAN SENTER PLLC 2000 K STREET, NW, SUITE 600	
City WASHINGTON	State DC	Zip Code 20006-1809	Telephone Number 2024166791

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if ☐ Yes ☒ No television, or fewer than eleven full-time employees, if radio?

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent CRAIG KARMAZIN
Title PRESIDENT	Telephone No. ( include area code) 9208854444
Date 9/29/2015	

## GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

### Section II

#### RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: KELLI GABEL	Title: HOME OFFICE MANAGER
It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.	

### Section III

#### MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO	[Exhibit 1]
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FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

**Description:** EEO PUBLIC FILE REPORTS

Description
EEO Public File Report 2013-2014
EEO Public File Report 2014-2015

## **GOOD KARMA BROADCASTING EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period September 23, 2013 to September 22, 2014.

1) **Employment Unit:** Good Karma Broadcasting, LLC (West Palm Beach, FL)

2) **Unit Members (Stations and Communities of License):** WEFL (AM) Tequesta, FL  
WUUB (FM) Jupiter, FL

3) **EEO Contact Information for Employment Unit:**

Mailing Address:  2090 Palm Beach Lakes Blvd. Suite 801 West Palm Beach, FL 33409	Telephone Number: (561) 697-8353
	Contact Person/Title: Kelli Gabel/ Human Resources Director
	E-mail Address: kgabel@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree(s)</b>
1. Marketing Consultant (2)	Indeed.com & Industry Referral
2. Marketing Facilitator (2)	Indeed.com (2)

**WEFL (AM) and WUUB (FM) are an Equal Opportunity Employer.**

5.)

a.) Job Title: Marketing Consultants (2)

Recruiting Source: Indeed.com and Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Patti	Goodkarmabrands.com, Espnwisconsin.com, Espnwestpalmbeach.com, espncleveland.com, hogi059.com, espn1380.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	8	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	5	No
EmployFlorida.com	Webmaster	N/A	800.438.4128	1	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	0	No
GKB Internship program referral	N/A	N/A	N/A	3	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	4	Yes
Industry Referral	N/A	N/A	N/A	4	Yes
Job Fair	N/A	N/A	N/A	0	No
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	0	No
Nova Southeastern University	Fay Salmon	3301 College Avenue	Fort Lauderdale	0	No
Ohio/Illinois Centers for Broadcasting	Gary James	9000 Sweet Valley Drive	Valey View	0	No
Palm Beach Community College	Carol Bond	3160 PGA Boulevard	Palm Beach Gardens	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
University of Miami	Pam Wright	5202 University Drive, Merrick 120	Miami	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	1	No

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b.) Job Title: Marketing Facilitator (2)

Recruiting Source: Indeed.com (2)

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Patti	Goodkarmabrand.com, Espnwisconsin.com, Espnwestpalmbeach.com, espncleveland.com,	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	4	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	0	No
ESPN 760	Andrea Cole	2090 Palm Beach Lakes Boulevard	West Palm Beach	0	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	0	No
GKB Internship program referral	N/A	N/A	N/A	3	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	4	Yes
Industry Referral	N/A	N/A	N/A	1	No
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	0	No
Nova Southeastern University	Fay Salmon	3301 College Avenue	Fort Lauderdale	0	No
Ohio/Illinois Centers for Broadcasting	Gary James	9000 Sweet Valley Drive	Valey View	0	No
Palm Beach Community College	Carol Bond	3160 PGA Boulevard	Palm Beach Gardens	0	No
Talent Dynamics	Webmaster	600 Las Colinas Blvd. Suite 100	Iving, TX	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
University of Miami	Pam Wright	5202 University Drive, Merrick 120	Miami	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	1	No

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**8) Total # of Interviewees Referred:** For the period from September 23, 2013 – September 22, 2014, this Employment Unit interviewed 39 interviewees for full-time job vacancies.

**9) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job & Career Fairs**

**Florida Atlantic University.** West Palm Beach, FL. January 20. A Marketing Consultant participated in the Job Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. Over 250 participants attended the Job Fair.

**Northwood University Career Fair.** West Palm Beach, FL. March 13, 2014. A Partner Services Coordinator and a board operator participated in the Job Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. Over 150 participants attended the Career Fair.

**Initiative: Internship Program**

The Employment Unit operates an internship program, which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 50 interns participated in the program and received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a sales manager, general manager, program director, or promotions director. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Palm Beach Atlantic, Northwood University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach Community College, University of Florida, and University of Miami.

**(c) Initiative: Job Shadowing Program**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.

**(d) Initiative: Mentoring / Training Program**

The Employment Unit has instituted a program whereby its employees have the opportunity to shadow other employees in the company to learn more about their positions and the skills required to do those jobs (for example, several of our receptionists have trained under the traffic department and received promotions into this department and a DJ/board-op has trained under our engineer). This program helps station personnel acquire skills that could qualify them for higher-level positions.

**(e) Initiative: Participation in Educational Institution and Community Events**

**Men's Club at Tivoli Reserve in Boynton Beach (October 13, 2013):** The Employment Unit's Journalist spoke to the Men's Club at Tivoli Reserve on the topic of NFL journalism and reporting. About 50 men were in attendance.

**Dancing for a Cure to Benefit Alzheimer's (December 31-January 1):** The Employment Unit's Multi-Media Journalist emceed the benefit that was held at The Marriott in Palm Beach Gardens, FL.

**Men's Club of Huntington Lakes & Delray Beach (January 12, 2014):** The Employment Unit's Multi Media Journalist spoke to the Men's Club on the topic of sports journalism and marketing. There were approximately 160 men in attendance.

**Polo After Party Benefit (March 12, 2014):** The Employment Unit's Multi-Media Journalist emceed the benefit that was held at The International Polo Club in Wellington, FL. Approximately 250 were in attendance

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**Men's Club at Hunters Run Country Club (March 23, 2014):** The Employment Unit's Multi Media Journalist spoke to the Men's Club on the topic of sports journalism. There were over 160 men in attendance.

**Wild Pants Party to Benefit the ARC of Palm Beach (April 3, 2014):** Two Multi Media Journalists from Employment Unit spoke to various classes regarding their career in broadcasting. Approximately 450 attended the event at The Gardens Mall in Palm Beach Gardens.

**Ernie Els for Autism "Back Nine Microbrew" (April 10, 2014):** The Employment Unit's Multi Media Journalist emceed the benefit at Old Palm Country Club. Approximately 200 were in attendance.

**3<sup>rd</sup> Annual Dress to Impress Fashion Show. (May 30, 2014):** Employment Unit's Multi Media Journalist emceed the benefit at SoLita of Delray Beach. Approximately 150 were in attendance.

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## **GOOD KARMA BROADCASTING EEO PUBLIC FILE REPORT**

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WUUB (FM) Jupiter, FL (Facility ID No. 24143)

3) **EEO Contact Information for Employment Unit:**

Mailing Address:  2090 Palm Beach Lakes Blvd. Suite 801 West Palm Beach, FL 33409	Telephone Number: (561) 697-8353
	Contact Person/Title: Kelli Gabel/ Human Resources Director
	E-mail Address: kgabel@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Marketing Consultant	ESPN West Palm Beach On-Air Ad

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5.)

a.) Job Title: Marketing Consultants (1)

Recruiting Source: ESPN West Palm Beach On-Air Ad

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Market Contact	Goodkarmabrands.com, Espnwisconsin.com, Espnwestpalmbeach.com, espncleveland.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	3	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	3	No
ESPN West Palm Beach On-air ad	N/A	2090 Palm Beach Lakes Blvd, Suite 701, West Palm Beach, FL	N/A	6	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	1	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	1	No
GKB Internship program referral	N/A	N/A	N/A	7	No
Google Search	N/A	N/A	N/A	2	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	1	Yes
Industry Referral	N/A	N/A	N/A	1	Yes
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	1	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	3	No

6) Total # of Interviewees Referred: For the period from September 23, 2014 – September 22, 2015, this Employment Unit interviewed 29 interviewees for full-time job vacancies.

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## 7) Supplemental Recruitment Initiatives.

### **(a) Initiative: Job & Career Fairs**

**Lynn University.** Boca Raton, FL. March 25, 2015. A Marketing Facilitator participated in the Career Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. The career fair had 75-100 attendees.

**Keiser University.** West Palm Beach, FL. April 21, 2015. A Marketing Facilitator participated in the Career Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. The career fair had 40 attendees.

### **(b) Initiative: Internship Program**

The Employment Unit operates an internship program, which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 35 interns participated in the program and received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a sales manager, general manager, program director, or promotions director. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Palm Beach Atlantic, Northwood University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach Community College, University of Florida, Keiser University and University of Miami.

### **(c) Initiative: Job Shadowing Program**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.

### **(d) Initiative: Mentoring Program**

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

### **(e) Initiative: Participation in Educational Institution and Community Events**

**Reach for the Star Gala (November 8, 2014):** The Employment Unit's Journalist was a celebrity blackjack dealer at the Kravis Center in West Palm Beach, FL for a fundraiser benefiting Young Friends of Kravis/Youth Programs. About 300 people were in attendance.

**Breast Cancer Research Foundation Luncheon (February 5, 2015):** The Employment Journalist's co-hosted a lunch at Breakers in Palm Beach, FL. This fundraiser benefited Breast Cancer Research Foundation. About 400 were in attendance.

**Little Smiles Starts Ball Gala (February 7, 2015):** The Employment Unit's Journalist emceed a live auction at the Himmel Theatre in City Place, FL. This event benefited the Little Smiles organization. About 300 were in attendance.

**Huntington Lakes Men's Club (March 8, 2015):** The Employment Unit's Director of Content spoke to the Men's Club in Delray on the topic of sports journalism. About 150 men in attendance.

**Dr. Oz for Kids Sanctuary Campus (March 28, 2015):** The Employment Unit's Journalist emceed the benefit that was held at a private residence in Old Palm, FL. About 65 were in attendance.

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**Ernie Els for Autism (April 4, 2015):** The Employment Unit's Journalist emceed the events at the Harbourside Place in Jupiter, FL. About 300 were in attendance.

**Boy Scout Pacesetter Luncheon (April 9, 2015):** The Employment Unit's Journalist emceed the event at the Kravis Center in West Palm Beach. About 300 were in attendance.

**Kids In the Kitchen (April 25, 2015):** Multi Media Journalist from Employment Unit help the kids at different stations at the South Florida Science Center and Aquarium in West Palm Beach, FL. About 300 students were in attendance.

**FAU Youth Broadcasting Camp (June 10, 2015):** Multi Media Journalist from Employment Unit spoke to various groups regarding a career in broadcasting at Florida Atlantic University in Boca Raton, FL. About 20 students were in attendance.

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AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Market Contact	Goodkarmabrand.com, Espnwisconsin.com, Espnwestpalmbeach.com, espnccleveland.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	3	No
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Employee Referral	N/A	N/A	N/A	3	No
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Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	1	Yes
Industry Referral	N/A	N/A	N/A	1	Yes
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	1	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	3	No

6) Total # of Interviewees Referred: For the period from September 23, 2014 – September 22, 2015, this Employment Unit interviewed 29 interviewees for full-time job vacancies.

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### (e) Initiative: Participation in Educational Institution and Community Events

**Reach for the Star Gala (November 8, 2014):** The Employment Unit's Journalist was a celebrity blackjack dealer at the Kravis Center in West Palm Beach, FL for a fundraiser benefiting Young Friends of Kravis/Youth Programs. About 300 people were in attendance.

**Breast Cancer Research Foundation Luncheon (February 5, 2015):** The Employment Journalist's co-hosted a lunch at Breakers in Palm Beach, FL. This fundraiser benefited Breast Cancer Research Foundation. About 400 were in attendance.

**Little Smiles Starts Ball Gala (February 7, 2015):** The Employment Unit's Journalist emceed a live auction at the Himmel Theatre in City Place, FL. This event benefited the Little Smiles organization. About 300 were in attendance.

**Huntington Lakes Men's Club (March 8, 2015):** The Employment Unit's Director of Content spoke to the Men's Club in Delray on the topic of sports journalism. About 150 men in attendance.

**Dr. Oz for Kids Sanctuary Campus (March 28, 2015):** The Employment Unit's Journalist emceed the benefit that was held at a private residence in Old Palm, FL. About 65 were in attendance.

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**Ernie Els for Autism (April 4, 2015):** The Employment Unit's Journalist emceed the events at the Harbourside Place in Jupiter, FL. About 300 were in attendance.

**Boy Scout Pacesetter Luncheon (April 9, 2015):** The Employment Unit's Journalist emceed the event at the Kravis Center in West Palm Beach. About 300 were in attendance.

**Kids In the Kitchen (April 25, 2015):** Multi Media Journalist from Employment Unit help the kids at different stations at the South Florida Science Center and Aquarium in West Palm Beach, FL. About 300 students were in attendance.

**FAU Youth Broadcasting Camp (June 10, 2015):** Multi Media Journalist from Employment Unit spoke to various groups regarding a career in broadcasting at Florida Atlantic University in Boca Raton, FL. About 20 students were in attendance.

## **GOOD KARMA BROADCASTING EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period September 23, 2013 to September 22, 2014.

**1) Employment Unit:** Good Karma Broadcasting, LLC (West Palm Beach, FL)

**2) Unit Members (Stations and Communities of License):** WEFL (AM) Tequesta, FL  
WUUB (FM) Jupiter, FL

**3) EEO Contact Information for Employment Unit:**

Mailing Address:  2090 Palm Beach Lakes Blvd. Suite 801 West Palm Beach, FL 33409	Telephone Number: (561) 697-8353
	Contact Person/Title: Kelli Gabel/ Human Resources Director
	E-mail Address: <a href="mailto:kgabel@goodkarmabrands.com">kgabel@goodkarmabrands.com</a>

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree(s)</b>
1. Marketing Consultant (2)	Indeed.com & Industry Referral
2. Marketing Facilitator (2)	Indeed.com (2)

5.)

a.) Job Title: Marketing Consultants (2)

Recruiting Source: Indeed.com and Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Patti	Goodkarmabrand.com, Espnwisconsin.com, Espnwestpalmbeach.com, espnclleveland.com, hog1059.com, espn1380.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	8	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	5	No
EmployFlorida.com	Webmaster	N/A	800.438.4128	1	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	0	No
GKB Internship program referral	N/A	N/A	N/A	3	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	4	Yes
Industry Referral	N/A	N/A	N/A	4	Yes
Job Fair	N/A	N/A	N/A	0	No
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	0	No
Nova Southeastern University	Fay Salmon	3301 College Avenue	Fort Lauderdale	0	No
Ohio/Illinois Centers for Broadcasting	Gary James	9000 Sweet Valley Drive	Valey View	0	No
Palm Beach Community College	Carol Bond	3160 PGA Boulevard	Palm Beach Gardens	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
University of Miami	Pam Wright	5202 University Drive, Merrick 120	Miami	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	1	No

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## b.) Job Title: Marketing Facilitator (2)

Recruiting Source: Indeed.com (2)

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Patti	Goodkarmabrand.com, Espnwisconsin.com, Espnwestpalmbeach.com, espcleveland.com,	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	4	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	0	No
ESPN 760	Andrea Cole	2090 Palm Beach Lakes Boulevard	West Palm Beach	0	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	0	No
GKB Internship program referral	N/A	N/A	N/A	3	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	4	Yes
Industry Referral	N/A	N/A	N/A	1	No
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	0	No
Nova Southeastern University	Fay Salmon	3301 College Avenue	Fort Lauderdale	0	No
Ohio/Illinois Centers for Broadcasting	Gary James	9000 Sweet Valley Drive	Valey View	0	No
Palm Beach Community College	Carol Bond	3160 PGA Boulevard	Palm Beach Gardens	0	No
Talent Dynamics	Webmaster	600 Las Colinas Blvd. Suite 100	Iving, TX	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
University of Miami	Pam Wright	5202 University Drive, Merriek 120	Miami	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	1	No

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**8) Total # of Interviewees Referred:** For the period from September 23, 2013 – September 22, 2014, this Employment Unit interviewed 39 interviewees for full-time job vacancies.

**9) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job & Career Fairs**

**Florida Atlantic University.** West Palm Beach, FL. January 20. A Marketing Consultant participated in the Job Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. Over 250 participants attended the Job Fair.

**Northwood University Career Fair.** West Palm Beach, FL. March 13, 2014. A Partner Services Coordinator and a board operator participated in the Job Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. Over 150 participants attended the Career Fair.

**Initiative: Internship Program**

The Employment Unit operates an internship program, which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 50 interns participated in the program and received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a sales manager, general manager, program director, or promotions director. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Palm Beach Atlantic, Northwood University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach Community College, University of Florida, and University of Miami.

**(c) Initiative: Job Shadowing Program**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.

**(d) Initiative: Mentoring / Training Program**

The Employment Unit has instituted a program whereby its employees have the opportunity to shadow other employees in the company to learn more about their positions and the skills required to do those jobs (for example, several of our receptionists have trained under the traffic department and received promotions into this department and a DJ/board-op has trained under our engineer). This program helps station personnel acquire skills that could qualify them for higher-level positions.

**(e) Initiative: Participation in Educational Institution and Community Events**

**Men's Club at Tivoli Reserve in Boynton Beach (October 13, 2013):** The Employment Unit's Journalist spoke to the Men's Club at Tivoli Reserve on the topic of NFL journalism and reporting. About 50 men were in attendance.

**Dancing for a Cure to Benefit Alzheimer's (December 31-January 1):** The Employment Unit's Multi-Media Journalist emceed the benefit that was held at The Marriott in Palm Beach Gardens, FL.

**Men's Club of Huntington Lakes & Delray Beach (January 12, 2014):** The Employment Unit's Multi Media Journalist spoke to the Men's Club on the topic of sports journalism and marketing. There were approximately 160 men in attendance.

**Polo After Party Benefit (March 12, 2014):** The Employment Unit's Multi-Media Journalist emceed the benefit that was held at The International Polo Club in Wellington, FL. Approximately 250 were in attendance

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**Men's Club at Hunters Run Country Club (March 23, 2014):** The Employment Unit's Multi Media Journalist spoke to the Men's Club on the topic of sports journalism. There were over 160 men in attendance.

**Wild Pants Party to Benefit the ARC of Palm Beach (April 3, 2014):** Two Multi Media Journalists from Employment Unit spoke to various classes regarding their career in broadcasting. Approximately 450 attended the event at The Gardens Mall in Palm Beach Gardens.

**Ernie Els for Autism "Back Nine Microbrew" (April 10, 2014):** The Employment Unit's Multi Media Journalist emceed the benefit at Old Palm Country Club. Approximately 200 were in attendance.

**3<sup>rd</sup> Annual Dress to Impress Fashion Show. (May 30, 2014):** Employment Unit's Multi Media Journalist emceed the benefit at SoLita of Delray Beach. Approximately 150 were in attendance.